

Sheena VanDeVanter



Sheena offers over twenty years in marketing leadership roles with a focus on operational efficiency. She brings an effective combination of creativity and project management to every opportunity.

Skills

Leadership
Content Marketing
Design
Operations
Project Management

Software/Tools

Adobe InDesign
Adobe Photoshop
Adobe Premiere
Adobe After Effects
Wordpress
Squarespace
Drupal
HTML/CSS
Microsoft Word
Microsoft Excel
Microsoft PowerPoint
Microsoft Access
Microsoft Teams
Sprout Social
Hootsuite
Buffer
MailChimp
Spredfast/Khoros
Semrush
ahrefs
Oracle
Redmine
Asana
Clickup
Hubspot
Trello
Salesforce
Copper
JIRA
Liaison

Select Accomplishments

- Managed remote global teams of 18+ social media managers for Fortune 500 client resulting in an average 60% increase in positive customer feedback in 20 countries.
- Increased conversion for Fortune 500 client by 130% in three months through social media strategy and content marketing.
- Launched rebrand resulting in a 25%+ increase in revenue over a one-year period.

Professional Experience

Freelance Marketing Consultant

(2000 - Present)

- Brand development (logo, colors, typefaces, voice)
- Content marketing/copywriting
- Digital marketing strategy
- Create websites, landing pages, blog posts, articles, interviews, datasheets, white papers, case studies, design elements, advertising, customer presentations, and video
- Audit websites for user experience, content, brand voice, and readability
- Research and competitive analysis
- Project management - develop KPIs, timelines, frameworks and processes

Director of Marketing at Tyme Global

(2021-2023)

- Develop marketing goals, strategies, and KPIs
- Create and implement full brand redesign & identity package
- Content creation - web, email, video, print, blogs, case studies, ebook
- Front-end web development, SEO
- Create/manage email campaigns
- Project management
- Own vendor relationships
- Manage internal processes and procedures

Marketing Campaign Manager at Texas Health Action

(2020-2021)

- Develop internal processes and procedures
- Manage content marketing and social media team
- Develop and execute strategic marketing plans
- Project management

Education

BA with Honors, Texas State University (English 4.0)
Hubspot Academy Content Marketing Certification
Copywriter Club Accelerator Masterclass

Community Service

2012-Present: Austin Creative Pathways, Founder and Board President

2012 - Present: ChupacabraCon Founder and Showrunner

2002-2010: Texas Association of Telecommunications Officers & Advisers, Board Member

2009: Help Portrait Austin, Event Director

2008-2009: Austin Pan-Geeks, Board Member

2006-2008: Austin Browncoats, Board Member

2005: "A Wave of Love" Tsunami Relief, Event Director

2001: Charity Auction & Ball Fundraiser for AIDS Services of Austin - Event Director

Sheena VanDeVanter

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- Front-end web development and analytics
- Own vendor relationships

Marketing Manager, North America at Validis, Austin, TX

(2018-2019)

- Branding and digital marketing strategies
- Research and competitive analysis
- Create campaigns for web, social media, and email
- Develop blog posts, articles, and interviews
- Collaborate with cross functional teams
- Own vendor relationships

Digital Marketing PM/Contract at Edgy Labs, Remote

(2018 - short term contract)

- Draft SEO copy and metadata through data-driven competitive analysis research
- Collaborate with cross-functional teams to implement content marketing initiatives for Fortune 100 clients
- Provide analysis on metrics-driven business KPIs
- Build relationships with outside vendors and agencies

International Project Operations Manager at Transfluent, Remote/Austin, TX

(2015-2018)

Manage global team of translators, social media strategy, recruitment, training

Director, International Publishing at iVerse Media Remote/Waco, TX

(2013-2015)

Manage international translation and design teams to localize Marvel, DC Comics, and Harlequin content for digital publication and distribution in multiple languages

Director of Communications at Austin Free-Net, Austin, TX

(2010-2012)

Manage communications team, branding, corporate identity, content marketing, social media

Awards

- Texas Association of Telecommunications Officers and Advisors (TATOA)- Communications Committee Chair Leadership Award and Convention Chair Award (multiple years)
- City of Austin Recognition of Leadership (multiple years)
- SXSW Interactive Dewey Winburne Community Service Award Nomination
- 1st Place Winner, Austin Accessibility Internet Rally
- Outstanding Community Affairs Executive of the Year, Association of Fundraising Professionals Nomination